



# Agribusiness Markets and Trade Program

S. Sureshwaran

USDA/CSREES

Grantsmanship Workshop

# Agribusiness Markets and Trade Program

- Core social science program.
- Supports research that is fundamental or mission linked.
- Beginning in FY 06, program is offered in odd numbered years.



# Agribusiness Markets and Trade

## Program Goals

- **Long Term (10 years)**
  - Increase the efficiency of and equity in agricultural production and marketing systems through greater knowledge of agribusiness structures and conduct, on competition at home and abroad.
  - Expand and maintain international export opportunities by promoting competition.
  - Facilitate new product development and insertion in the value chain through greater understanding of changing consumer needs and acceptance of new products and services, and effective marketing strategies.



# Agribusiness Markets and Trade Program Goals

## ■ Short-Term Goals

- Enhance understanding of the changes in agribusiness structure and conduct as well as its effectiveness to promote and foster competition at home and abroad.
- Identify future opportunities and evaluate policy options to increase market access and to reduce trade impediments for major agricultural products.
- Develop new models and theories to predict and to enhance our understanding of the changes in domestic and foreign consumer tastes and preferences.



# Agribusiness Market and Trade Program Statistics for FY 2007

➤ Number of proposals reviewed = 60

➤ Number of proposals awarded = 18

➤ Program success rate = 30%

➤ Average award size = \$283,333



# Significant Changes to Agribusiness Markets and Trade Program

- Name has been changed to Agribusiness Markets and Trade in 2008.
- Agribusiness Markets and Trade will be offered in FY 2009.
- Program is offered in alternate years and will not be accepting applications in FY 2010.



# Features of Successful Projects

- Innovative Research – new data, methods.
- Very strong in economics, but multidisciplinary projects are encouraged.
- Appropriate team – new researcher?
- Relevant outcomes – policy evaluation, advancing knowledge on critical topics, commercialization, new markets, etc.
- Critical need or justification for research.



# Agribusiness Markets and Trade Program Contact Information

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# Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers Program

Dionne Toombs  
Grants Workshop, Washington, DC  
30 September 08

# Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers Program

The primary purpose of OASDFR is to deliver outreach and technical assistance to assure opportunities for socially disadvantaged farmers and ranchers to successfully acquire, own, operate, and retain farms and ranches; and assure equitable participation in the full range of USDA programs. OASDFR will support a wide range of outreach and assistance activities in farm management, financial management, marketing, application and bidding procedures, and other areas.

# Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers Program

## **Socially Disadvantaged:**

- Subjected to racial or ethnic prejudices this includes: African Americans, Native Americans, Alaskan Natives, Hispanics, Asians, and Pacific Islanders, others.

# Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers Program

## Eligibility

- Community-Based Organizations
- Non-profit Organizations
- 1890 Institutions
- 1994 Institutions/Indian Tribal
- Hispanic Serving Institutions
- Any Higher Education Institution
- Has demonstrated experience in providing agricultural education or other agriculturally related services to socially disadvantaged farmers and ranchers during the two-year period preceding the submission of the application;
- Has provided to the Secretary documentary evidence of work with, and on behalf of (i.e., advocacy group) socially disadvantaged farmers and ranchers during the three-year period preceding the submission of an application for assistance under this program

# Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers Program

Proposed projects:

(1) the use of existing and the formation of new, outreach and assistance networks focused on increasing participation in various USDA and other programs by socially disadvantaged agricultural producers

(2) Further development or modification of farm and ranch management (including marketing) and financial management curricula and materials designed to enhance the potential for farm and ranch ownership by Socially disadvantaged farmers and ranchers;

# Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers Program

- (3) the development of innovative delivery systems that improve the effectiveness of these programs; and
- (4) the development or improvement in the means by which assistance is provided to the targeted audiences.

Year	Funding	# or prop.	Grants Awards
2002	3.3	*	*
2003	3.4	85	34
2004	5.9	69	22
2005	5.8	78	22
2006	6.0	71	21
2007	5.9	52	21
2008	6.1	6.1	*
2009	14.3	*	*

# Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers Program

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# Rural Development Program

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Grantsmanship Workshop

# Rural Development Program

- Core social science program.
- Supports research that is fundamental or mission linked.
- Beginning in FY 06, program is offered in even numbered years.



# Rural Development Program Goals

- **Long Term (10 years)**
  - Develop and implement policy options and practical strategies to enhance the economic vitality of rural communities and in turn, reduce rural poverty.
  - Protect and enhance economic growth and the natural resource base of rural areas by developing strategies that reduce the competition between economic growth and the environment.
  - Build a diversified workforce to meet the needs of the present and the future.



# FY 2008 Rural Development Program Priorities

- Enhance knowledge, evaluate policy options and implement practical strategies to create employment opportunities and income growth, including appropriate entrepreneurship and small business development strategies.
- Estimate the costs, benefits and societal impacts of protecting the environment, using market and non market techniques, and implement practical strategies to enhance ecosystem services while promoting economic development and employment growth.
- Enhance understanding of and develop innovative strategies to build the rural workforce for the present and for the future, including projects to attract and retain rural youth.



# Rural Development Program Statistics for FY 2008

- Number of proposals reviewed = 49
- Number of proposals awarded = 11
- Program success rate = 22 %
- Average award size = \$463,636



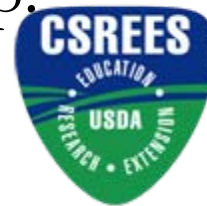
# Significant Changes to Rural Development Program

- Rural Development will be offered in FY 2010.
- Rural Development program is offered alternate years and will not be accepting applications in FY 2009.
- Program goals in FY 2008 are different from those in previous years.



# Features of Successful Projects

- Strong on integration – biggest concern in FY 2008.
- Includes a logic model – situation, inputs, activities, outputs and outcomes.
- Multidisciplinary proposals are encouraged.
- Visible stakeholder involvement from the beginning
- Appropriate team.
- Will lead to behavioral change or adoption of new technology.
- Innovative ideas and critical need.
- Not many proposals were received on entrepreneurship.
- Measurable outcomes.



# Rural Development Program

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# Agricultural Prosperity for Small and Medium Sized Farms Program

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# Agricultural Prosperity for Small and Medium Sized Farms Program

- Core social science program.
- Supports multidisciplinary integrated projects that advance the sustainability of small and medium sized farms.
- Program is offered every year.

# Agricultural Prosperity for Small and Medium Sized Farms Program Goals

## ■ **Long Term (10 years)**

- Enhance sustainability – through better on-farm production and conservation practices.
- Increase the farmer's share of the food dollar – through innovative and sustainable micro-level business practices.
- Enhance Farmland Preservation – through integrated projects on land use, entry and exit of farms, implications for rural communities and policy.

# Agricultural Prosperity for Small and Medium Sized Farms Program Priorities for FY 2008

- Increasing the productivity and profitability of new and existing small and medium sized farms and ranches through education and extension programs based on new knowledge generated by research on factors that advance the economic and environmental integration of on-farm agricultural production and soil and water conservation practices.
- Identification and dissemination of information to enhance the net economic, environmental and social benefits to small and medium-sized farms of on- and off-farm agricultural business activities, including impacts of innovative marketing and regional food systems, off-farm employment, migrant labor, etc.
- Through innovative, research-based education and/or extension programs, enhance the understanding of students, current and future policymakers, farmers and others on how land use change, farm transition, and farm entry issues

# Agricultural Prosperity for Small and Medium Sized Farms Program Statistics for FY 2007

- Number of proposals submitted = 38
- Number of proposals awarded = 11
- Program success rate = 29%
- Average award size = \$454,545

# Agricultural Prosperity for Small and Medium Sized Farms Program Statistics for FY 2008

- Number of proposals submitted = 85
- Proposals have not been awarded yet

# Significant Changes to Agricultural Prosperity for Small and Medium Sized Farms Program

- No major changes.
- This NRI 66.0 program encourages projects that enhance graduate student interactions with teachers in K-12 schools to share their research findings, improve communication and team building skills, enhance curriculum for and enrich learning and interest in agricultural science education among K-12 students (including social sciences), and help strengthen partnerships between institutions of higher education and local school districts. Examples of such projects can be found through NSF's GK-12 program at:  
[http://www.nsf.gov/funding/pgm\\_summ.jsp?pims\\_id=5472&org=NSF](http://www.nsf.gov/funding/pgm_summ.jsp?pims_id=5472&org=NSF)

# Features of Successful Projects

- Strong on integration
- Includes a logic model – situation, inputs, activities, outputs, outcomes
- Multidisciplinary – social sciences with environmental, biological, and/or physical sciences.
- Visible stakeholder involvement from the beginning
- Appropriate team -
- Will lead to behavioral change or adoption of new technology
- Innovative ideas and critical need
- Many focused on sustainable agriculture
- Measurable outcomes

# Agricultural Prosperity for Small and Medium Sized Farms Program

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